



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

KAUSHAL KURAPATI ET AL

US 010344

Serial No.: 09/915,683

Group Art Unit: 2613

Filed: JULY 26, 2001

Title: METHOD FOR CHARGING ADVERTISERS BASED ON ADAPTIVE
COMMERCIAL SWITCHING BETWEEN TV CHANNELS

Commissioner for Patents
Washington, D.C. 20231

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#3
LITSON
4/88/04

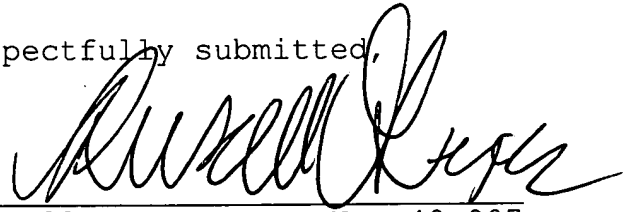
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LETTER TO OFFICIAL DRAFTSMAN

Sir:

Enclosed are (5) sheets of formal drawings
for filing in the above-identified application.

Respectfully submitted,

By 
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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being
deposited this date with the United States Postal Service as
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On October 1, 2001

By Eduardo Chapa

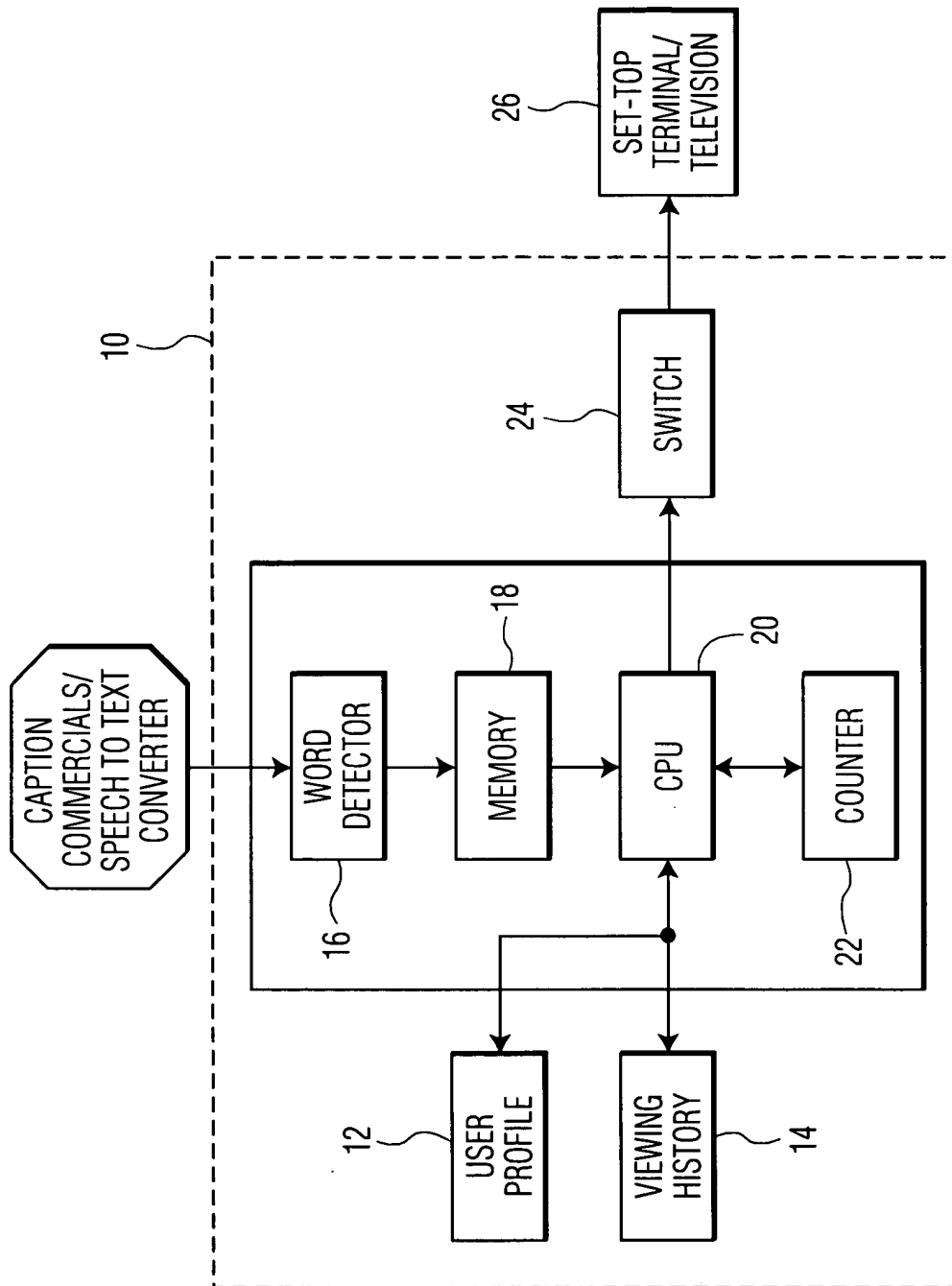


FIG. 1

1367275 i'll tell you what, ladies and
1368707 gentlemen, when we come back
1369638 we'll be playing stupid human
1370339 tricks.
1372382 Johnny depp is here.
1373975 (Cheers and applause)
1374847 (band playing) of using a dandruff shampoo.
1426340 Note how isolated it makes people feel.
1430736 Note its unpleasant smell, the absence of rich lather.
1433842 Note its name. Nizoral a-d.
1437276 The world's #1 prescribed ingredient for dandruff...
1440019 In non-prescription strength.
1442523 People can stay dandruff free by doing this with nizoral a-d
1444426 only twice a week.
1447560 Only twice a week. What a pity.
1449023 Nizoral a-d:
1451597 I see skies of blue
1507456 and clouds of white
1509419 the bright, blessed day
1512724 the dogs say good night
1515728 and i think to myself...
1518432 Discover estee lauder pleasures
1520105 and lauder pleasures for men.
1521937 Pleasures to go. For her.
1524842 For him.
1526674 Each set free with a purchase
1527806 of estee lauder pleasures
1528947 or lauder pleasures for men.
1530450 ...Oh, yeah.
1532052
1534155
1566922 (Band playing)
1586770 >> dave: It's flu shot friday.
1587572 You know, i'd like to take a
1588473 minute here to mention the

FIG. 2

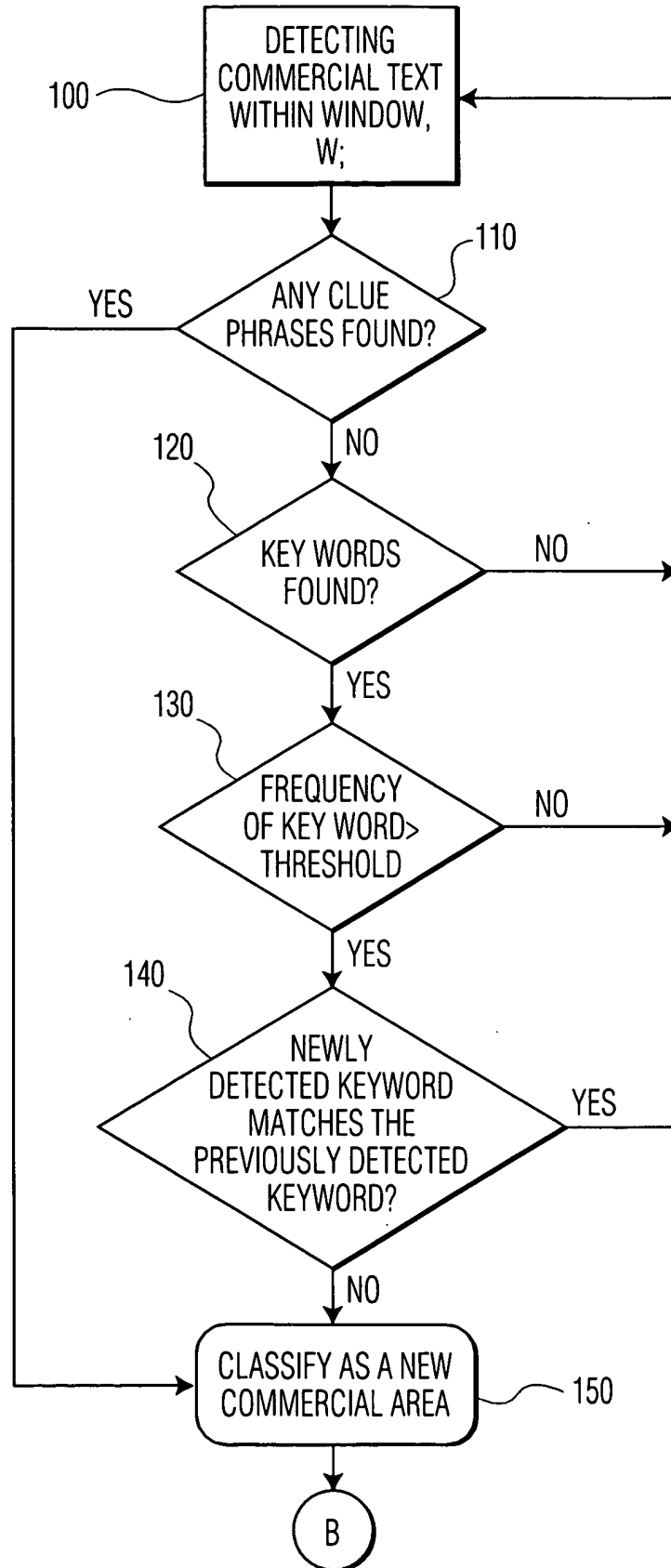


FIG. 3a

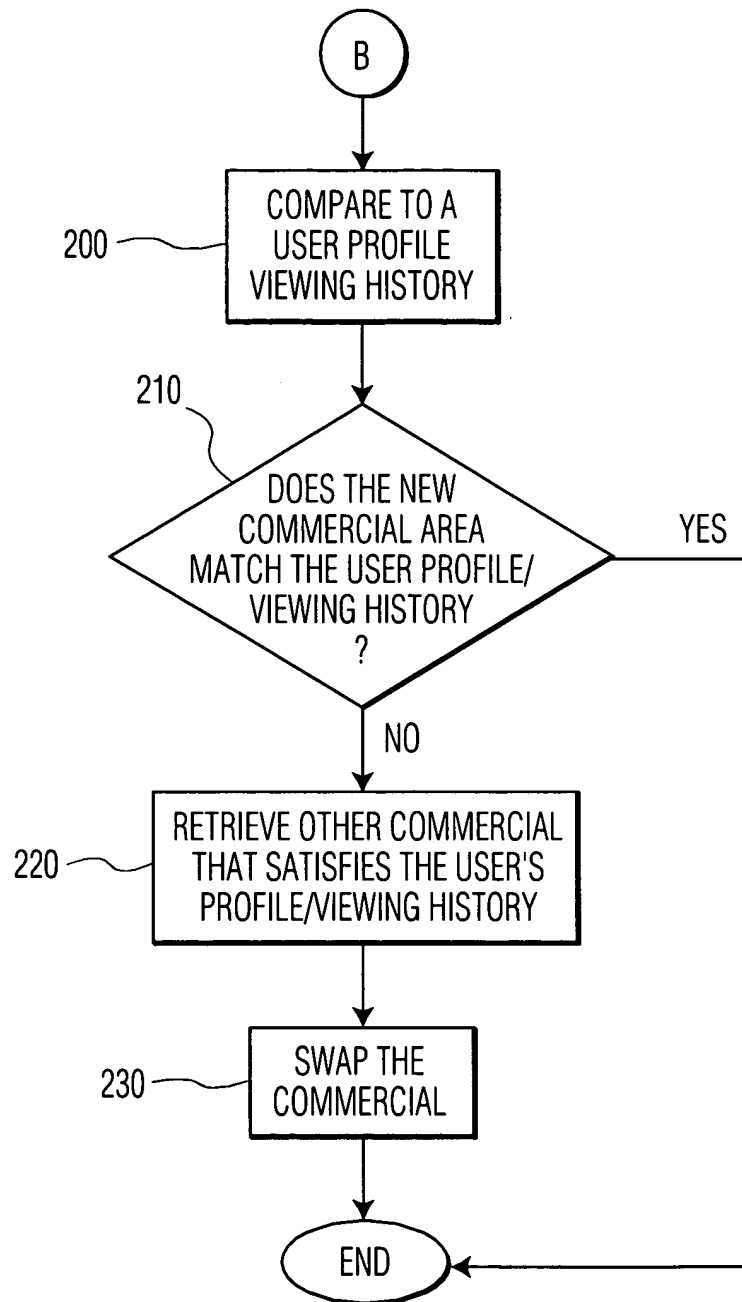


FIG. 3b

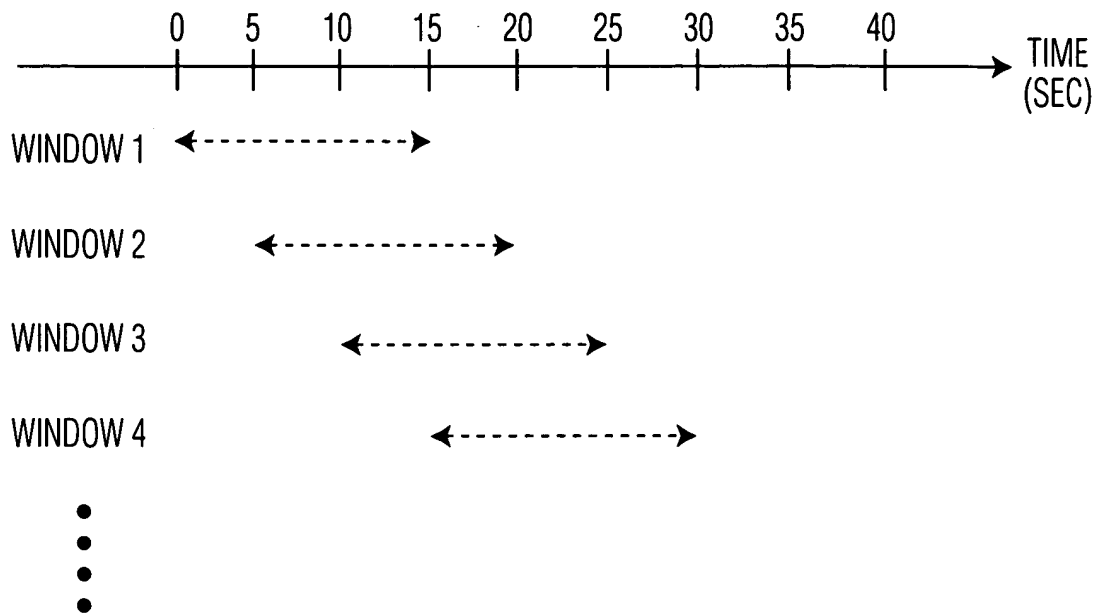


FIG. 4

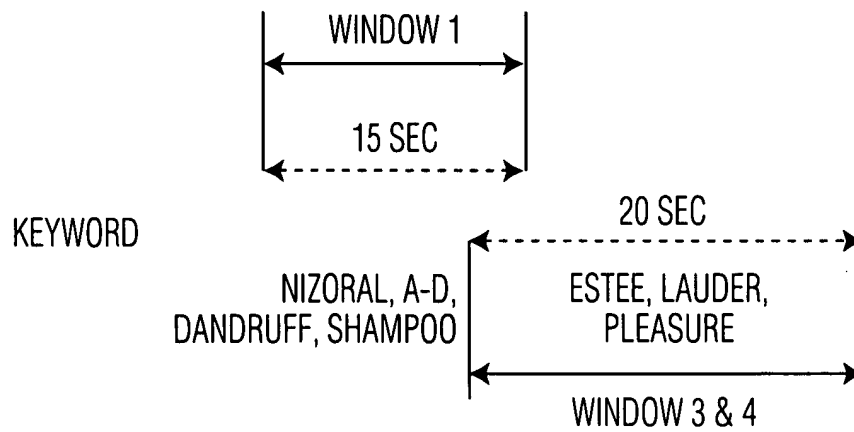


FIG. 5